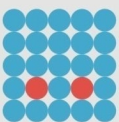




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Program Pascasarjana Manajemen dan Bisnis  
Institut Pertanian Bogor

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## ABSTRACT

### **Development Strategy of Dual Currency Return (DCR) in PT Bank OCBC NISP Tbk** Endang Santi Santi

*The purpose of this study is to analyze the proper strategy in developing Dual Currency Return (DCR) product in Bank OCBC NISP by identify and analyze strategic factors-external and internal of the corporation, industry attractiveness and business strengths/competitive. The data were collected from respondent who expertise in their related field. Descriptive analysis, Synthesis of Internal Factors-IFAS, Synthesis of External Factors-EFAS and GE Business Screen are used to analyze the data. The result of the study showed that total weighted score from IFAS Table was 2,82, and the total weighted score from EFAS Table was 2,56, meaning that the bank was an average firm in an industry. The most strength is the bank image and the most weakness is incentive program for sales person. DCR is a good opportunity as an alternative investment product and the most threat for the bank is current economic condition. The result also showed that total weighted score from GE Screen was 3,09 for industry attractiveness and 3,13 for business strength, meaning that bank's directional strategy is expand the bank's activities (growth strategy). A firm can achieve horizontal growth by expanding its products by increasing the range of product it offers to current market.*

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